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Stories of Flowers

by
Max Schling

STORIES OF FLOWERS

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MAX SCHLING, INC.
NEW YORK CITY

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Buy Her a Rose

“**B**UY her a rose” has been made famous in song and legend. One often sees people in front of a flower shop filled with beautiful flowers, and, could you “listen in” on their thoughts, you might hear that many would like to buy a rose but hesitate because they fear that the flower may be too expensive, or that they may be embarrassed lest their purchase may look too small to the florist, not realizing that any florist welcomes any sale, knowing that those who buy one rose from him today may want more flowers tomorrow.

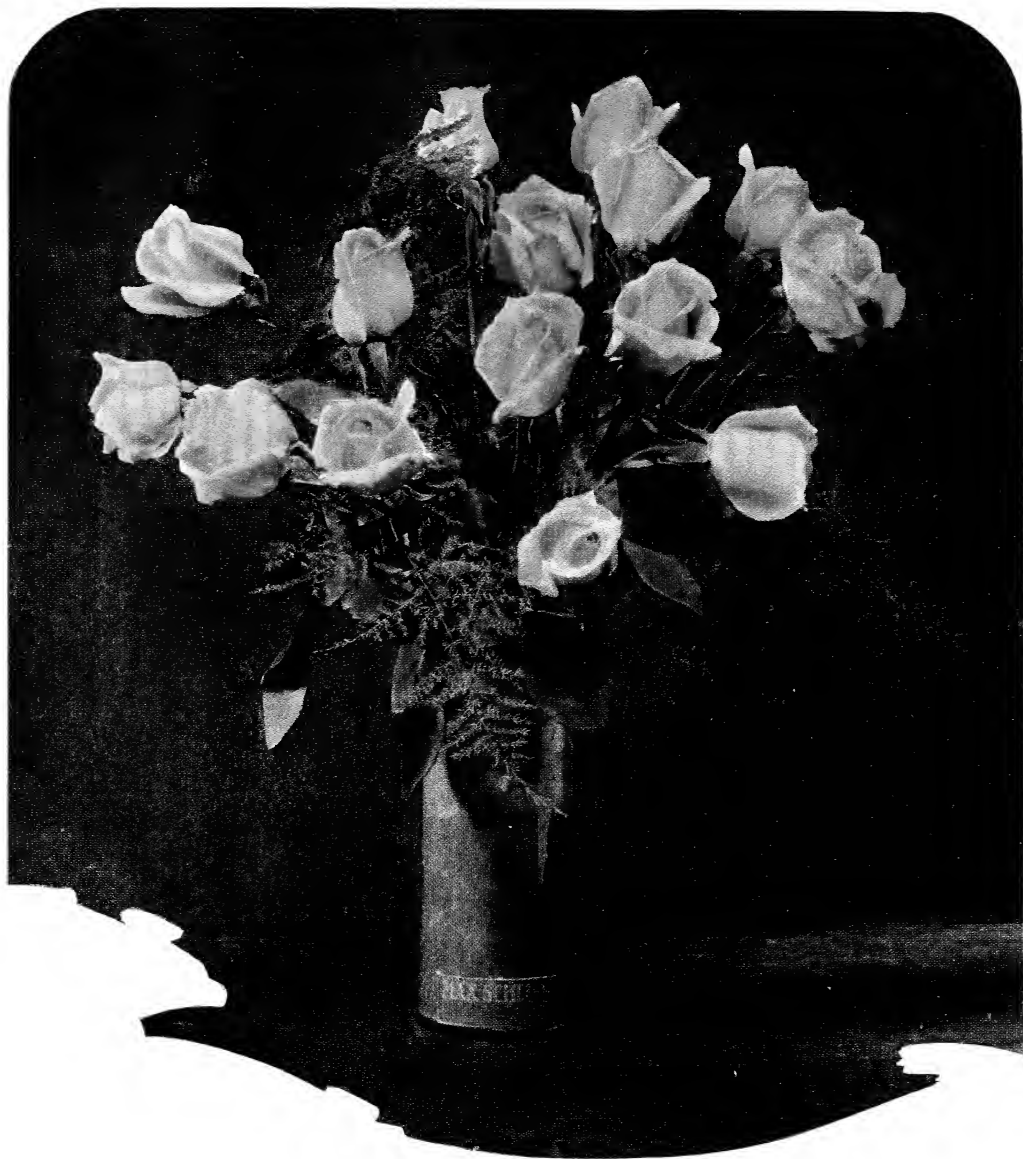
They are not aware of the fact that at most times of the year a good rose can be bought at from 25 to 50 cents each in every good flower shop, and the higher the type and character of the shop, the higher the type and quality of the flower. Because of this lack of knowledge, many people forego the joy of “giving her a rose” and deny “her” the joy of receiving it.



GIFTS sent on board steamers are made more valuable by a thoughtful and considerate selection. Flowers are arranged in a vase of suitable size and delivered, securely tied in a box—a doubly welcome gift because one does not need to wait for the steward to bring an inadequate substitute for the vase.



A VASE of flowers as it looks after being unpacked in the recipient's home or on board steamer. The vase is in proportion to the length of flowers and of very good appearance. This method of sending a vase free of charge with the flowers is a "GUARANTEE" to the slogan used with steamer orders by Max Schling, the New York florist—"Our Flowers Last All the Way Over." For hotels, sick-rooms, receptions, and other occasions, such a gift is also appropriate.



A COUNTERPART to vase on page 5.
Can be had in all varieties of roses.

The Variation of Flower Gifts

THE oldest florists' slogan—as old as the florist industry—is: “Flowers for every occasion.”

Why for every occasion? Because, no matter to whom one wants to offer a tribute, flowers are always acceptable and always carry the thought and the expression of the purpose—for birthdays, for holiday gifts, for any kind of anniversaries, even as a “thank-you” instead of a “thank-you” letter, and upon many other occasions. Flowers will accomplish their purpose on such occasions far better than a letter, which is so difficult to compose. This holds good, also, when one wants to offer condolence or encouragement to some dear friend.

The simplest and most attractive gift or tribute is a dozen shorter-stem, good roses or a box of loose flowers. With the exception of holidays and the month of January, the shorter-stem, good roses can be purchased in most parts of the country for from \$3 to \$5 a dozen; longer-stem, finer grades at prices in proportion. Smaller boxes of assorted flowers can be arranged prettily for practically the same prices, with the exception of holidays and the month of January. At these times the assortment of flowers would not equal a dozen good roses, because the number of varieties produced throughout the country by the different growers is not large enough to permit a liberal, nice-looking box at a nominal price. Larger boxes can be had at a price in proportion to size, depending on the varieties of flowers and also on quantity. The limit in price and size of box often depends on the facilities of the flower shop and by the varieties of flowers they carry in stock and also by the quality of stock they offer for sale.

As a personal gift any of the arrangements shown in this book will convey better than a box of loose flowers the thought and sentiment of the sender, and will also impress the recipient with the care given to the selection. It is also a more practical gift for receptions, birthdays, steamer sailings, wedding anniversaries, and all such occasions where large quantities of flowers are received and not sufficient receptacles available for loose flowers.



A STEAMER gift in a rich variation of coloring. As the flowers develop, the hues change each day to a more interesting and animating beauty. This particular arrangement can be placed on a table or hung on one of the hangers on the side wall of a steamer stateroom. The container should be filled with water, and flowers will last throughout the voyage.



JARDINIERE with growing plants that will keep for a long time. To give it a more festive appearance for birthdays, receptions, coming-out parties, also for a sick-room, flowers are inserted in glass tubes among the plants. As a *bon voyage* gift on board steamer for an extensive trip, it will form a cheerful decoration for any cabin.



THE same as on previous page, with orchids from which the recipient can pick each day for a corsage.



A LONG-LASTING gift. Roses arranged in a container holding water, flower on flower tight in bud, and as the roses develop the color changes. The flowers themselves grow larger and give a richer, finer appearance. Lasting quality is from five to seven days.

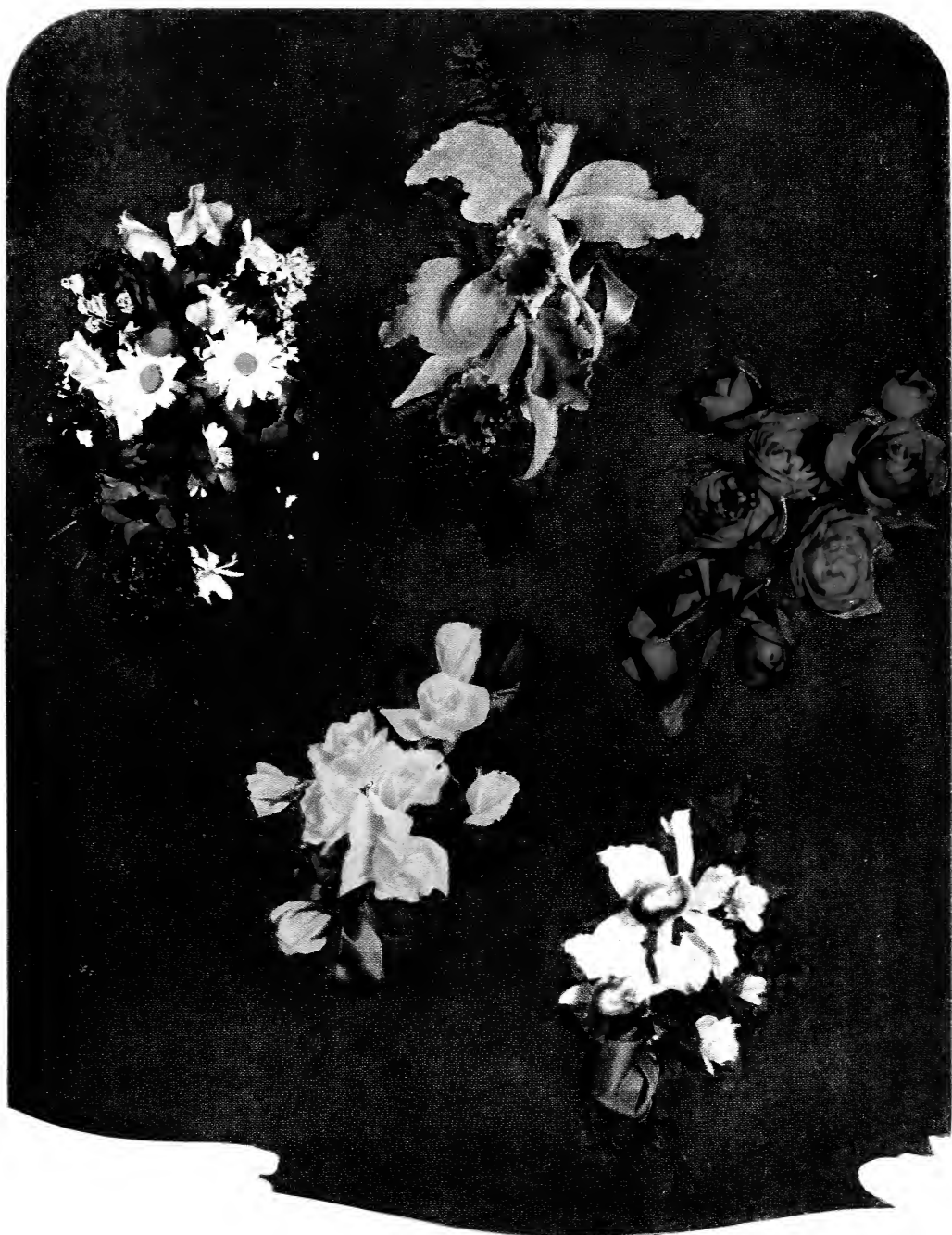


FOR farewell gifts or farewell dinners before a voyage. The ships and boats arranged at yacht clubs on wire frames, with flowers stuck in moss, solid, clumsy, heavy, are only impressive to the pocketbook because an unusually large number of flowers are used without giving the effect. The flower-lover will find no beauty in it.

The above has been introduced so as to replace the former caricatures with something really beautiful. The flowers are arranged in a deep vessel of neutral coloring, resembling a ship, filled with water. On board steamer, as a table decoration, these flowers will last a week.



THREE corsages, each separately packed; the three in one box to a traveler on a long railroad trip. The flowers are carefully selected and numbered for the three successive days, the longest lasting flowers for the third day. Many of these corsages were taken from New York to California and the third corsage was still in good condition on the arrival there. On board steamers the three are delivered in care of the steward who delivers each separately on days designated.



ON BOARD steamer for a five or six-day trip or longer. Corsages are packed in individual boxes numbered according to lasting quality from No. 1 on, and given to steward to be kept in the refrigerator with instructions to be delivered to a friend one each morning or evening, as you desire.

Flowers for the Sick-Room

COMBINATIONS of colors are also most preferable in sick-rooms.

Flowers bring cheer to the sick-room, but no matter how much one loves flowers, it becomes tiresome to look at one variety and the same color continuously. A vase with an assortment of flowers in different hues will be much more interesting as the shades vary with the changing of the lights at the different hours of the day.

Both physicians and nurses prefer flowers as gifts for the sick-room to any of the many other attentions shown to their patients, for two reasons: Flowers do not interfere with the diet they prescribe, but awaken the interest and bring cheer to the most depressed patient. Flowers are very often an incentive to the most apathetic and listless patient for new hope and new life.



AN ATTRACTIVE basket of an unusual form. Flowers show that they are selected by a lover of flowers, and looking at them one feels that each one is selected with love and care, carrying a message without the necessity of writing lengthy cards or letters.



THIS tall vase, filled with beautiful flowers in harmonious color combination, for business openings, receptions, and other occasions. The vase is inexpensive, but the flowers correctly arranged represent a far better showing than flowers at twice the value packed in a box.



FOR a lady's boudoir or any place in the home, a practical and beautiful gift full of charm, and most impressive because of its simplicity and refinement.



FOR debutantes, birthday gifts to young girls or matrons, and for any other occasions where flowers are the most suitable gift, this basket will be a fitting expression of any thought that you may want to convey. Can be used also as a table decoration.



FOR a young mother and her baby, a pleasing and novel gift. A small, old-fashioned bouquet can be used instead of the little basket. Less costly flowers may be combined with roses in larger baskets, or smaller baskets may be filled with the finer and costlier flowers.



A TRELLIS basket filled with beautiful flowers for the mother, and a few of the same blossoms arranged in a small basket attached to the trellis for the baby.



A BEAUTIFUL gift to the one you want to ask an important question, or a "thank-you" after you have received your answer. Any sentiment you may have you can express with it.

Table Decorations

TABLE decorations differ a great deal from what they were in former days.

At luncheons, especially in the spring of the year when the windows are open and the sun shines in, one may consider the general coloring of the room. The hostess and her guests would quickly observe anything that would not be harmonious, but, in most cases, especially for evening dinners, where electric lights or candles are used, one can let his fantasy free rein in the selection of the type and colors of flowers.

Combinations of hues will be always more serviceable and preferable to flowers of one color. Favorite varieties may be combined with others because, if the table is beautifully decorated, no one will think of comparing the color combination of the table decoration with the color of the room.

The beauty of a table decoration should draw and hold the attention of both hostess and guests. It will appear more interesting the longer it is observed.



THE flowers arranged in a bowl resting on a crystal upright about an inch in diameter. In proportionate sizes for small and for large tables. Especially attractive for buffet tables, at receptions, afternoon teas, at home for the tea-table, for wedding parties. Can be made at any season of practically any kind of flowers. The flowers do not hinder the view of those sitting *vis-a-vis*.



THANKSGIVING and Hallowe'en, as a gift or table decoration. The basket, cut out of a natural pumpkin, of a size in proportion to the price. The fruit can be replaced also by flowers of a harmonious contrasting color to the upper decoration.



THE old-time gift on St. Valentine's Day is a heart. This picture represents a vessel of *papier-mâché* covered with silk, and is but one of many beautiful forms introduced in honor of Saint Valentine. Although the ingenuity of the florist brings new variations each season, the one thought of sending a heart filled with flowers predominates.

Wedding Flowers

IN SELECTING the flowers for the bride, we have in mind something beautiful and something full of charm, as ideal as we imagine the thoughts of a bride to be.

There is such a great variety of flowers and, necessarily, variations in prices. The different seasons of the year have a great deal to do with the selection of not only the kind of flowers but also the price. To counterbalance the rare flowers at a higher price, there are many varieties at a proportionately lower cost.

The beauty of the bouquet is never governed by the price but by the arrangement of the flowers in it. The right artist can, with water colors, make a wonderful picture that will fade away with time, or he can paint in oil something lasting for centuries; both, in their way, are equally beautiful. The same principle governs flower art-work. The right artist can combine either the less expensive flowers or the rare and costly ones into equally beautiful objects, and the only difference is that the blooms of better quality are of longer lasting beauty.

Any of the different varieties of flowers can be combined with lily-of-the-valley. Four or five varieties of flowers in a bouquet will look less formal than one with two or three kinds. Occasions when a bride decides on only one kind of flower are becoming very rare.

The trend of times has changed. Occasionally a bride does not want to have as colorless a bouquet as pure white flowers represent, but prefers to break the monotony with some other tone of color, and in such instances the florist uses Sweetheart roses, little sprays of forget-me-nots or apple-blossoms mixed in among the white flowers.

For the attendants, the bouquets are selected as carefully as for the bride. Very few are matching colors. The majority select flowers of harmonious contrast. For instance, pink roses with blue hydrangeas; freesias with green orchids; mimosa, pansies, and nymphaeas; spring flowers in pastel shades, flame-colored snapdragons with blue iris; azalea blossoms with yellow roses. The combinations that can be used are as manifold as there are variations in flowers.

It is a law of nature that a natural color of a flower never clashes with any color in silks, satins, or any of the goods whose color is chemically produced, with the exception of the orange-colored flowers similar in color to calendulas. In these colorings one has to be very careful in what proportion they are to be used.

Thought must be given to select, for a daylight wedding, flowers of softer tones. By artificial light one may use strong colors, and the softer the light, the more glowing colors should be selected. French hydrangeas will retain their blue color in all lights; all other blue flowers appear more or less grayish or lose their character altogether in a dim light. In this instance it again depends on the floral artist to suggest a bouquet of right proportion and the correct form for the different types of weddings, and the right floral artist will be able to produce equally as beautiful a bouquet out of the less costly flowers as he will out of the rare hothouse blooms.

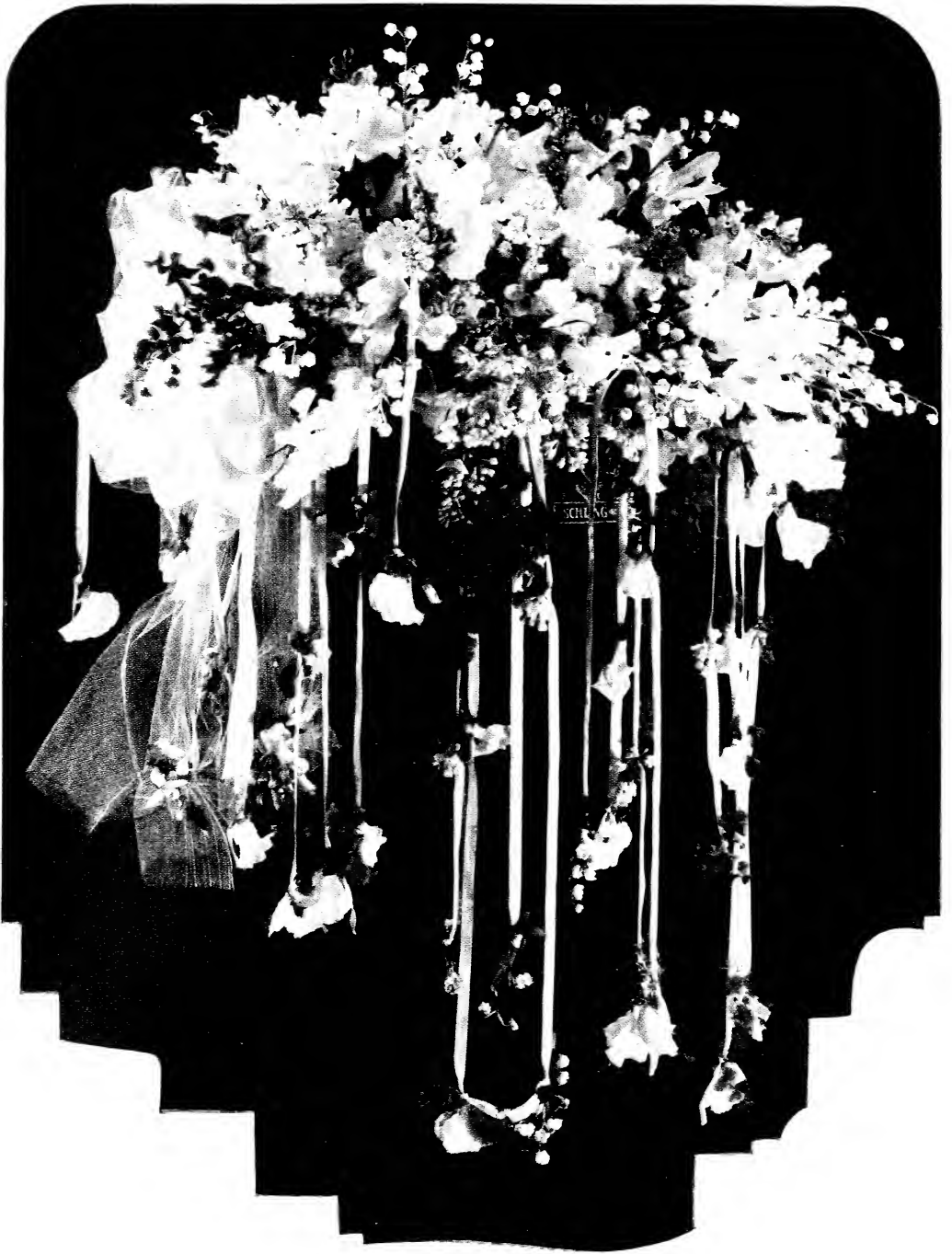
Among the costlier flowers are lilies-of-the-valley, varieties of white orchids, gardenias, orange blossoms, jasmine, stephanotis, and spring blossoms forced in greenhouses, and with them can be combined the less costly Bouvardia Humboldtii. Among the less expensive flowers are white pansies, rose-buds, white carnations, sweet peas, hyacinth sprays, and many other blossoms both from outdoors and greenhouses.

The times of the year when these flowers are obtainable and are in their prime in our northern climate are:

Lilies-of-the-Valley	All year
Orchids	All year
Assorted Spray Orchids	January 15 to June 15
Gardenias	October 15 to June 15
Orange blossoms	October to end of June
Bouvardia Humboldtii	October 15 to December 1
White Pansies	November 1 to June 15
White Dorothy Perkins (grown outdoors)	June 15 to July 15
White Dorothy Perkins (forced in greenhouse)	April 1 to June 1
White Rose-buds	All year
White Carnations	October 15 to July 1
Jasmine	June
Stephanotis	May to June
Apple-blossoms (grown outdoors)	May 15 to June 1
Apple-blossoms (forced in greenhouse)	February to April
Sweet Peas	December 15 to June 15
White Pompon Chrysanthemums	October 15 to December 15
Hyacinth Sprays	January 15 to May 1



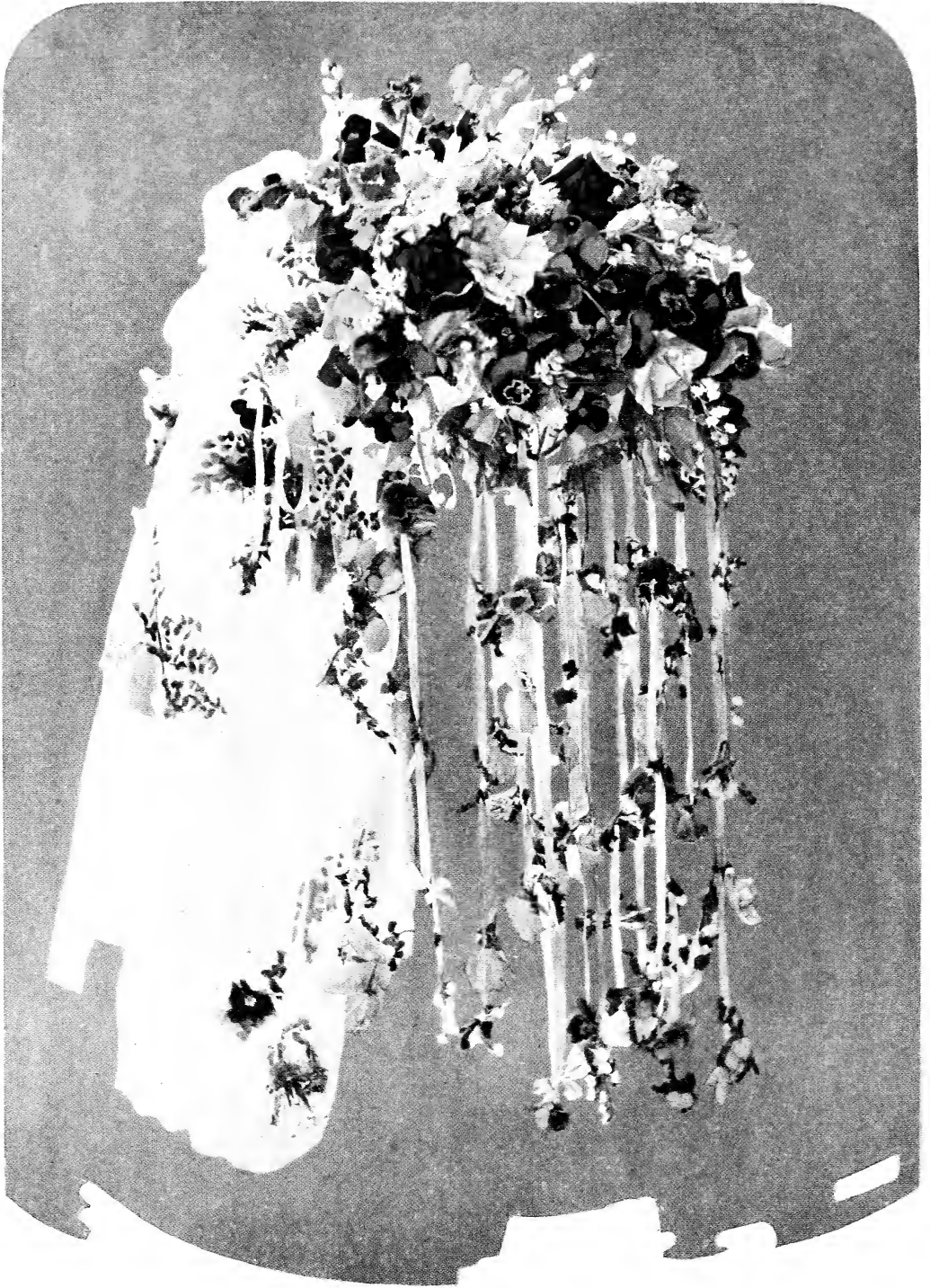
BRIDAL BOUQUET WITH LILY-OF-THE-VALLEY AND ORCHIDS. The simplest and the most refined, and fitting every type of wedding. The form changes as it is needed. Can be arranged, as picture shows, to carry over the arm, the shower hanging toward the side or in the front.



A BRIDAL BOUQUET THAT WILL LAST A WEEK. All flowers, with exception of the shower, arranged in water. The most beautiful gift for the yearly wedding anniversary. Also for table decorations at all anniversary dinners.



A BOUQUET to fit an old-fashioned costume for bride or attendants. Lace or ribbons can be used as a background effectively and still discreetly so that the flowers will predominate and not the lace or ribbons.



SHOWER bouquet for the attendants can also be reproduced in the most delicate coloring for a bride. This is one of the prettiest and most effective forms.



A BOUQUET OF SWEET PEAS can be made up as beautifully as a bouquet of the more expensive flowers. The simplicity is part of its beauty, and, like the more expensive bouquets, it can be made in different forms.

FLOWERS WHICH ARE COMMERCIALY GROWN IN THE UNITED STATES

Achillea	Yarrow	Liatris	Kansas Gayfeather
Acroclinium	Everlasting Flower	Lily, Alstroemeria	Peruvian Lily
Alyssum maritimum	Sweet Alyssum	Amaryllis	Amaryllis
Amaranthus caudatus	Love-lies-bleeding	Calla æthiopica	White Calla Lily
Anemone	Windflower	Calla elliottiana	Yellow Calla Lily
Antirrhinum	Snapdragon	Convallaria majalis	Lily-of-the-Valley
Aquilegia	Columbine	Eucharis amazonica	Amazon Lily
Arctotis	African Daisy	Lilium auratum	Gold-banded Lily
Aster	China Aster	Lilium canadense rubrum	Red Canada Lily
Boltonia (daisy-like)	False Chamomile	Lilium giganteum	Giant Lily
Bougainvillea	Bougainvillea	Lilium longiflorum	Easter Lily
Bouvardia	Bouvardia	Lilium regale	Royal Lily
Buddleia	Butterfly Bush	Lilium speciosum roseum	Pink Japanese Lily
Calendula	Pot Marigold	Nerine	Guernsey Lily
Calliopsis	Annual Calliopsis	Vallota purpurea	Scarborough Lily
Camellia	Camellia	Zephyranthes candida	Fairy Lily
Campanula	Bellflower	Lunaria	Honesty
Celosia thompsoni	Feathered Cockscomb	Lupinus	Lupins
Centaurea cyanus	Cornflower; Bachelor Button	Lythrum roseum	Rose Loosestrife
Centaurea imperialis	Giant Sweet Sultan	Marguerites (Daisies)	Chrysanthemum frutescens
Cheiranthus	Wallflower	Matthiola	Stocks
Chrysanthemum (all types)	Annual Daisies	Mimosa pubescens	Acacia
Citrus	Orange Blossoms	Montbretia	Blazing Star
Coreopsis	Hardy Coreopsis	Myosotis	Forget-me-not
Cosmos	Summer Cosmos	Narcissi (all types)	Daffodils and Jonquils
Dahlia	Dahlia	Nigella	Love-in-a-mist
Delphinium	Annual and Perennial Larkspur	Nymphæa	Water-lily
Dianthus barbatus	Sweet William	Orchids	Lady-slippers and others
Dianthus caryophyllus	Carnations	Pæonia sinensis	Peonies
Dianthus chinensis	China Pinks	Papaver	Poppies
Dimorphotheca	African Orange Daisy	Pentstemon	Beard Tongue
Echeveria	Live-forever	Piqueria	'Stevia
Eupatorium	Perennial Ageratum	Poinsettia pulcherrima	Poinsettia
Euphorbia	Spurge	Polianthes tuberosa	Tuberose
False Dragonhead	Physostegia virginiana	Primula (different varieties)	Primroses
Freesia	Freesia	Prunus triloba	Flowering Almond
Gaillardia	Blanket Flower	Pyrethrum	Colored Daisies
Gardenia	Cape Jasmine	Ranunculus	French Buttercup
Gazania	California Daisy	Reseda odorata	Mignonette
Gerbera	Transvaal Daisy	Roses (all varieties)	
Gladiolus	Sword Flower	Scabiosa	Pin-cushion Flower
Gomphrena	Globe Amaranth	Schizanthus	Butterfly Flower
Gypsophila	Baby's Breath	Spirea	Astilbe
Helenium	Sneezewort	Statice	Sea Lavender
Helichrysum	Strawflower	Stephanotis	African Jasmine
Helipterum	Everlasting	Strelitzia	Bird-of-Paradise Flower
Heliotropium	Heliotrope	Syringa vulgaris	Lilacs
Heuchera	Coral Bells; Alum-root	Tagetes patula	French Marigolds
Hunnemannia	Golden Yellow Tulip Poppy	Trachymene	Blue Lace Flower
Hyacinths (all types)		Tritoma (Kniphofia)	Torch Lily; Red-Hot Poker
Iberis	Candytuft	Tulipa	Tulips
Iris (all types)		Viola odorata	Violets
Ixias		Viola tricolor maxima	Pansies
Jasminum	Jasmine	Zinnia	Youth and Old Age
Lathyrus odoratus	Sweet Peas		
Leptosyne maritima	Yellow Daisy		

Explanation of Changing Values

PRICES of flowers vary during the different seasons of the year. This variation is created at times by unusual weather conditions and at certain seasons it is influenced by an unusual expense to meet a large demand with a sufficient supply. The most serious month is January, because after the heavy crop of cut-flowers needed for Christmas and New Year is cut, the greenhouses need several weeks to return to normal productive conditions.

Normal prices prevail from February 1 to November 20 with the exception of Easter week and Mother's Day.

On Mother's Day and from November 20 to December 19 prices are approximately 25% higher.

From January 3 to February 1 prices average from 25% to 35% higher.

Easter week, Christmas and New Year prices range approximately 40% to 50% higher.

Prices of Designs Listed According to Pages in Max Schling's Story of Flowers

IN CONNECTION WITH THIS SCHEDULE OF
PRICES SEE EXPLANATION OF CHANGING
VALUES ON PAGE 35

PAGE

4. Picture represents value of \$7.50. Can be arranged for \$5.00 and also at higher prices.
5. Filled as it is from \$7.50 to \$10.00. Larger vases at a proportionate price.
6. Roses as shown, \$5.00. Long stems, according to grade and quality, up to \$18.00 and \$20.00. Vases with American Beauties at current prices from \$24.00 to \$36.00.
8. From \$15.00 to \$50.00, according to selection.
9. From \$12.50 to \$35.00.
10. From \$35.00 to \$75.00 and more, according to quality and quantity of orchids.
11. From \$15.00 to \$25.00.
12. From \$25.00 to \$75.00, according to varieties of flowers used and size of vessel.
13. From \$35.00 to \$60.00, according to selection of variation in flowers.
14. Corsages as represented can be arranged for \$50.00. Other variations can be made from \$20.00 up to \$100.00.
16. From \$20.00 upward to \$50.00.
17. Complete with vase about 3 feet high, from \$15.00 to \$50.00.
18. Complete with vase, from \$20.00 to \$35.00.
19. In different sizes and forms and many variations in colors from \$10.00 to \$25.00.
20. From \$10.00 up.
21. In different sizes, in many variations, from \$15.00 up. Similar beautiful gifts for mother and baby also at lower prices.
22. Both at ordinary times or as an Easter greeting in the most beautiful selection, according to variation, from \$35.00 upward.
24. Minimum price \$35.00, and according to material and richness in size, the price is in proportion.
25. According to size from \$15.00 to \$50.00.
26. Gifts of the type shown from \$12.00 to \$35.00.
29. Bouquet as shown represents value of \$75.00, but it can be made much more elaborate for \$100.00 or more.
30. Can be arranged, according to flowers, from \$25.00 to \$100.00.
31. From \$15.00 to \$35.00. For the bride, with fine flowers suitable for a bride, like lily-of-the-valley, gardenias, sweet peas, white orchids, etc., \$50.00 or more.
32. As shown, \$35.00. Can be made from \$25.00 to \$75.00.
33. As shown, \$18.00. Can be made from \$15.00 to \$25.00.

